

Message Text

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O 221808Z SEP 76

FM SECSTATE WASHDC

TO AMEMBASSY LUXEMBOURG IMMEDIATE

UNCLAS STATE 235282

E.O. 11652 N/A

TAGS:

SUBJECT: AVAILABILITY OF FORD/CARTER DEBATES ON VIDEO TAPE AND
KINESCOPE

FOLLOWING SENT ACTION ALL USIS PRINCIPAL POSTS AND SUVA IMMEDIATE
SEP 16 76

QUOTE

UNCLAS USIA 27887 CIRCULAR

USIAC

EO 11652 N/A

USEC BRUSSELS FOR USIS

GENEVA FOR USIS/USIA

USNATO FOR USIS

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SUBJ: AVAILABILITY OF FORD/CARTER DEBATES ON VIDEO TAPE AND

KINESCOPE

1. AGENCY HAS OBTAINED CLOSED CIRCUIT VTR AND TV BROADCAST RIGHTS TO FORD/CARTER DEBATES. FIRST DEBATE, ON DOMESTIC AND ECONOMIC ISSUES WILL TAKE PLACE 2130-2300 EDT THURSDAY SEPTEMBER 23. IMV PLANS TO DUB AND COPY THROUGH NIGHT OF SEPTEMBER 23-24 AND SHIP TAPES AND KINESCOPES BEGINNING FRIDAY MORNING OF ENTIRE 90-MINUTE PROGRAM IN ORIGINAL ENGLISH.

2. IPS WILL WORK THROUGH NIGHT SEPTEMBER 23-24 TO PRODUCE ENGLISH TRANSCRIPT FOR FRIDAY WIRELESS FILE AND FRENCH AND SPANISH TRANSLATIONS BY FRIDAY NIGHT. REQUEST THAT POSTS DESIRING SUCH TRANSLATIONS INDICATE THIS IN THEIR REPLY.

3. IMV WILL PRODUCE FRENCH AND SPANISH VERSIONS OF DEBATES ON VTR AND KINESCOPE OVER WEEKEND AND SHIP TO ORDERING POSTS BY MONDAY MORNING.

4. SIMILAR SCHEDULES WILL BE SET FOR TWO PRESIDENTIAL (OCTOBER 6 AND 22) AND ONE VICE-PRESIDENTIAL DEBATES (DATE NOT SET) WHICH FOLLOW, IF POST RESPONSES TO THIS EFFORT JUSTIFY THE COST AND EFFORT. FOLLOWING INSTRUCTIONS MUST BE VOMPLIED WITH BY ALL PARTICIPATING POSTS. NOTE: ALTHOUGH MANY POST QUERIES RECEIVED, ORDERING WILL BE BASED ON RESPONSES TO THIS CABLE ONLY.

A. ENGLISH-LANGUAGE VTRS OR KINESCOPES ARE OFFERED ONLY IN SETS OF ALL FOUR DEBATES. THE AGENCY CANNOT ACCEPT PARTIAL ORDERS IF THE REQUIRED COMPLEX PRODUCTION SCHEDULE IS TO BE MAINTAINED. FOR THE SEPTEMBER 23 PROGRAM POSTS SHOULD PROVIDE FY 1976 ID (FOR \$36 FOR 1/2"VTR, \$48 FOR 3/4"VTR OF \$262 FOR COLOR KINESCOPE). FOR THE THREE FY 1977 PROGRAMS PROVIDE FY 1977 ID AND AUTHORIZE THE AGENCY TO CHARGE THE INCREASED PRICES WHICH WILL THEN BE IN EFFECT. (THESE INCREASES WILL BE ANNOUNCED IN A SHORT TIME.)

B. FRENCH OR SPANISH VERSIONS OFFERED FOR FIRST DEBATE ONLY AT THIS TIME. DECISION ON LANGUAGE VERSIONS OF SUBSEQUENT TAPES WILL DEPEND ON VOLUME OF ORDERS AND REPORTS OF USEFULNESS FROM POSTS. LANGUAGE VERSIONS MAY BE ORDERED IN ADDITION TO ENGLISH LANGUAGE SET IF POSTS DESIRE. SEND FY 1976 ID NUMBER FOR FRENCH OR SPANISH 90-MINUTE VERSION FIRST DEBATE AT \$36 UNCLASSIFIED

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FOR 1/2" AND \$48 FOR 3/4" VTR AND \$262 FOR KNESCOPE.

C. TO MAXIMIZE SPEED OF DELIVERY POSTS MAY SPECIFY SHIPMENT BY MEANS OTHER THAN POUCH. IMV WILL SHIP COMMERCIALY AND NOTIFY POSTS AWB NUMBER IF POST EXPERIENCE INDICATES POUCH SERVICES INADEQUATE. SOME POSTS MAY WISH DELIVERY OF ONE SET OF DEBATES BY SPECIAL ROUTING, SECOND SET BY POUCH.

D. AGENCY HAS RECEIVED SEVERAL QUERIES ON PLANS TO MAKE DEBATES AVAILABLE BY SATELLITE. WE UNDERSTAND EBU PLANS TO

TRANSMIT DEBATES TO EUROPEAN SUBSCRIBERS WHO WILL DECIDE INDIVIDUALLY ON BROADCAST PLANS. NEGOTIATIONS FOR SUCH TRANSMISSIONS MUST BE MADE DIRECTLY WITH THE EBU TV POOL CO-ORDINATOR FOR THE FORD/CARTER DEBATES. IF POST QUERIES ABOUT SATELLITE POSSIBILITIES BY FOREIGN NETWORK SHOULD ADVISE CONTACT WITH U.S. TV POOL CO-ORDINATOR (FIRST DEBATE ONLY) DON COE, ABC, 7 W. 66TH ST., N.Y.C., 10023; TELEPHONE (212) 581-7777; TELEX RCA 234614, ITT 420324, OR WUI 12343.

5. AS INDICATED ABOVE THE SUCCESS OF THIS DEMANDING FOUR-PART EXERCISE DEPENDS ON FULLEST EXCHANGE OF INFORMATION WASHINGTON AND FIELD. DIRECTOR KEOGH WISHES ALL PARTICIPATING POSTS, WITHOUT EXCEPTION, TO PRIORITY CABLE FOLLOWING INFORMATION
ATTN: IMV/D:

A. DATE AND HOUR OF RECEIPT OF EACH VTR OF KINESCOPE, INCLUDING LANGUAGE AND MEANS OF SHIPMENT SPECIFIED. CABLE UPON RECEIPT.

B. USE OF PRODUCT WITH DESCRIPTION OF AUDIENCES IF DIRECT PROJECTION; DATE AND HOUR OF TELECAST EITHER AGENCY PRODUCT OR PROGRAMS RECEIVED COMMERCIALY. JUDGEMENT ON UTILITY OF PRODUCT FOR POST PROGRAM GOALS, USING SEVEN POINT SCALE ON VTR FILM DATA USAGE CARD (AGENCY FORM IA-1018 (1,76). CABLE WITHIN FIVE WORKING DAYS RECEIPT OF PRODUCT.

6. POST EXPERIENCE WITH LANGUAGE VERSIONS OF THE FIRST DEBATE WILL GOVERN WHETHER THE AGENCY WILL MAKE VERSIONS OF THE LATER THREE DEBATES. POSTS MAY ORDER FRENCH AND SPANISH VERSIONS BY SUPPLYING FY 1977 ID AND AUTHORIZING THE AGENCY TO CHARGE AT THE HIGHER FY 1977 RATES.

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Draft Date: 22 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition History: n/a
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ISecure: 1
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Margaret P. Grafeld
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